

BUSINESS (BUS)

BUS 200 Leading in Complex Organizations 3 credits

This course aims to help students unpack the importance of diversity in the modern workplace, and how to leverage the diverse experiences, cultures, and perspectives of their employees as leaders. The course will encourage students to continuously incorporate diversity into their leadership roles and use it to enhance organizational effectiveness.

BUS 220 Project Management 3 credits

This course is designed to learn the highly sought-after skill of project management. The course will focus on key skills such as managing time and human resources, as well as working within budget constraints. Students will learn how to initiate, execute, plan, and close a project. By the end of this class, students will have a strong foundation in the principles of project management and be well-equipped to handle projects in their professional careers.

BUS 240 Leadership, Influence and Negotiations 3 credits

This course will provide key leadership development skills, including how to effectively resolve conflicts among employees, providing a needed competitive edge. The tools and knowledge needed to excel in leadership roles will be integrated to mimic current situations within various settings. Having a strong foundation in the principles of leadership will prepare students to lead in a variety of settings.

BUS 260 High Impact Digital Communications 3 credits

This course enhances students' business communication skills through the creation of a podcast. A key focus will be on how to effectively use words and images to create impactful and meaningful communications. The course will also cover the core pillars of social media marketing, including strategy, planning, and publishing, listening and engagement, analytics and reporting, and advertising.

BUS 270 Modern Marketing 3 credits

This course will develop students' abilities in modern marketing techniques and technologies. The Google Digital Marketing & E-Commerce Certification is a required aspect that is integrated within the course. The certificate of completion will be a testament to the knowledge and skills of current marketing practices.

BUS 300 Principles of Human Resource Management 3 credits

This course provides students with knowledge of advanced principles and practices in human resource management. Building upon foundational knowledge, students will explore key topics and develop skills necessary to effectively align HR strategies with business goals. Students will develop knowledge and skills to manage advanced HR challenges, make informed decisions, and contribute effectively to the success of organizations in an ever-evolving business landscape.

BUS 320 Fundamentals of Accounting 3 credits

This course is designed to develop skills in basic financial accounting practices and the ability to create accounting reports. Students will learn how to use financial information to make data-informed decisions for the future strategy of an organization. The course will cover topics such as the accounting cycle, interpreting financial statements, analyzing accounting principles, and using historical data from prior year accounting reports to create projections for growth strategy and budgeting.

BUS 335 Finance for Managers 3 credits

This course utilizes the use of financial statements and how to use data to manage risk in areas such as investing, borrowing, lending, budgeting, forecasting, and cash management. The course will cover topics such as the frameworks of financial reporting, analyzing financial performance using real-life examples, examining income statements and cash reporting to project risk, and using digital tools to support successful business decision-making, communication, operations, and customer relations. Students will also learn how to critique financial strategy and generate innovative and organizational change strategies using multiple approaches.

BUS 370 Data Analytics and Visualization 3 credits

From Coursera, "Deriving insights from data and communicating findings has become an increasingly important part of virtually every profession. This Specialization prepares you for this data-driven transformation by teaching you the core principles of data analysis and visualization and by giving you the tools and hands-on practice to communicate the results of your data discoveries effectively. You will be introduced to the modern data ecosystem. You will learn the skills required to successfully start data analysis tasks by becoming familiar with spreadsheets like Excel. You will examine different data sets, load them into the spreadsheet, and employ techniques like summarization, sorting, filtering, & creating pivot tables. Creating stunning visualizations is a critical part of communicating your data analysis results. You will use Excel spreadsheets to create the many different types of data visualizations such as line plots, bar charts, pie charts. You will also create advanced visualizations such as tree maps, scatter charts & map charts. You will then build interactive dashboards."

BUS 385 Entrepreneurship 3 credits

This course is designed to equip students with the skills and knowledge necessary to identify and evaluate business opportunities. Throughout the course, students will learn how to assess the market and evaluate an idea, explore the risks and rewards of entrepreneurship, and leverage experiments to validate concepts and refine their business strategy. Additionally, students will discover the key financial decisions entrepreneurs must make in the early stages of a startup and learn the process of raising capital and how to speak to investors.

BUS 390 Leading Innovation 3 credits

This course is designed for individuals looking to develop the skills necessary to drive innovation and lead organizations and teams through challenging times. Through a combination of theoretical and practical learning, students will learn how to embrace "failure" and use it as an opportunity to grow, foster innovation by combining creativity with practical application, and build and maintain a motivated and cohesive team. Additionally, students will learn how to turn knowledge into action by overcoming common traps that prohibit the implementation of innovation. This course will equip students with the tools and confidence necessary to drive change and achieve success in today's rapidly evolving business environment.

BUS 400 Social Responsibility, Legal Implications, and Business Ethics 3 credits

This course provides students with the ability to make informed decisions that balance ethical business practices and social responsibility with the legal implication of decisions. Students will be able to apply principles of law to contractual agreements, comparing principles of law with social responsibility and ethical values, examine administrative and common law regulations of business, and analyze ethical issues that confront business practitioners from divergent viewpoints.

BUS 435 Leading Change 3 credits

This course explores the theory and practice of change management and the role of leaders in facilitating and managing change. Students will develop a deep knowledge base of various models of change management, leadership skills for leading change, communication and engagement strategies, resistance to change, ethical and social implications of change initiatives, and monitoring and evaluating change efforts. Students will be required to apply practical skills and knowledge to effectively manage change initiatives in diverse organizational contexts.

BUS 455 Strategic Communications 3 credits

This course will provide students with an opportunity to develop and execute communication strategies that align with organizational goals and objectives. Topics covered in the course include audience analysis, message development, communication planning, channel selection, KPIs, and ethical and legal considerations. Students will develop practical skills in analyzing and evaluating strategic communication in real-world scenarios.

BUS 460 Business Intelligence 3 credits

This course is designed to equip students with the skills and knowledge necessary to use data to inform business decisions. Throughout the course, students will learn how to interpret data, recognize trends, detect outliers, and summarize data sets. Additionally, students will analyze relationships between variables, develop and test hypotheses, and craft sound survey questions to draw conclusions from population samples. The course will also provide students with hands-on experience in data analysis. By the end of this course, students will be able to turn data into actionable insights that inform business decisions and drive success in today's data-driven business environment.

BUS 470 Social Intelligence and Leadership 3 credits

This course explores concepts and skills needed to effectively navigate and influence social situations. Key topics include emotional intelligence, effective communication, conflict resolution, team management, and self-regulation. The course unpacks the psychology and sociology of leadership, looking at different leadership styles and the interconnected role they play in diverse personal, cultural, political, and business contexts. Students will engage in self-reflection and evaluate the development of their social intelligence and leadership abilities.

BUS 480 Operations and Quality Management 3 credits

This course will provide students with comprehensive knowledge on topics such as decision-making processes, planning, control of operations, global supply chain, operations, and quality management. It also introduces the fundamental Lean Six Sigma concepts within a business organization. Students will have the opportunity to develop a strategic foundation in which to review the intentional use of techniques, ensuring a positive result upon implementation.

BUS 490 Business Strategies 4 credits

Examine business strategy theories and practical principles to advance innovation and organizational growth. Learn to ethically apply core business and entrepreneurial skills through research, business plan analysis, and field work to solve real world challenges. (Prerequisites: Minimum grade of C- in MKM 386, BUS 415, and BUS 425 or BUS 420, and ACC 384 or ACC 201)

BUS 495 Business Capstone 4 credits

Synthesize and apply program concepts to create and present a multifaceted research project which serves as the professional capstone project for the program. Students must hold senior standing and have successfully completed all other program course requirements before registering for this course. (Prerequisite: Minimum grade of C- in BUS 490)

BUS 498 Business Internship 1-12 credits